



**Space Florida Board of Director Meeting
January 21, 2014
Contracts for Approval**

1. **Project Syros:** Project Syros efforts have previously been approved for the temporary sub-permit through October 31, 2014. A Project Update was provided to the board at the December 17, 2014 board meeting. Space Florida requests ratification of the amendment to extend the temporary sub-permit through the earlier of April 15, 2015 or the effective date on which SF and Boeing enter into the formal Sub-Permit. The temporary sub-permit agreement further requires Boeing, as of January 1, 2015, to be solely responsible for the management of and all costs associated with operations and maintenance of the premises.
 - *Space Florida requests approval by the board to ratify the actions previously taken regarding the extension to amend the temporary sub-permit as described above.*

In conjunction with the formal exclusive sub-permit agreement, Space Florida has developed with Boeing a formal sub-permit agreement that includes the following material terms: An initial term of seven (7) years with three (3) additional terms of three (3) years each (for a total of sixteen (16) years). Boeing will be responsible for a dollar for dollar match of the infrastructure investment that Space Florida has provided and an annual fee to recover Space Florida operating funds expended from 2011 through December 31, 2014 to retain and maintain the facility for commercial use. Boeing will be responsible to fund all O&M, Utilities, and CMO Fees (Center Management and Operations) for the facility moving forward and will also assume total responsibility for all capital improvements and, if necessary, demolition of the facilities if they are left abandoned. Lastly, Boeing will be responsible to fully insure the facilities, their contents, and their operational activities.

- *Space Florida requests board approval for management to complete negotiations and enter final agreement on the formal Sub-Permit Agreement between Space Florida and Boeing for the facilities as described above.*
2. **Space Tourism and Marketing Funding Expenditures Plan:** In conjunction with the \$1.5 Million Dollar appropriation for Space Tourism and Marketing Funding for FY 2015 and the respective contract between Space Florida and the Department of Economic Opportunity (DEO), Space Florida has contracted with an advertising agency to update the Space Tourism Marketing Plan that includes specific tactics with messaging relevant to the targeted demographic, as well as built in opportunities to measure reach, effectiveness and the return on investment of each individual tactic to be implemented starting in 2015. The updated plan includes specific budgets for media placements including broadcast, digital/online, print, and cinema advertising, as well as allocations for promotion opportunities, social media, and public relations efforts related to promoting the Space Tourism industry in the State of Florida. The Board may recall issuing prior approvals for management negotiations and related contract activities utilizing \$1.5 Million Dollars in FY 2014 funding for Space Tourism and Marketing, which has been fully obligated. In order to continue these efforts Space Florida requests board approval to enter into related contract activities with



partnerships and vendors in conjunction with the identified activities and strategies. A copy of the updated Space Tourism Marketing Plan is available upon request.

- *Space Florida requests board approval for management negotiations and related contract activities with various partners and vendors to implement the updated Space Tourism Marketing Plan in the amount of up to \$1.5 Million Dollars of FY 2015 appropriated funding regarding the above referenced effort.*

